

(63 & 70)

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SARDAR PATEL UNIVERSITY
F. Y B.B.A. (H) (HM & TM) Semester- I
Subject code-UM01CBBH09/TO9
2016

Wednesday, 13th, April
02.30 pm To 04.30 pm

SUBJECT: Principles of Management for Hospitality & Tourism

Max Marks: 60

Note: Each question carries 15 marks

Q1 Define the Management and explain scope and functions of management. 15

OR

Q.1 Write a detail note on features and importance of management. 15

Q.2 Clarify the concept and process of decision making in detail 15

OR

Q.2 Define planning also write types and various steps of planning in detail. 15

Q.3 Explain X and Y theories and Maslow's Theory of Motivation. 15

OR

Q.3 Describe the quality of good leaders Write note on various styles of leadership. 15

Q.4 Write Detail notes on. (Any two) 15

(A)Organizational environments

(B)Globalization and Management

(C)Social responsibility

(D)Multiculturalism

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